


PA ENTERPRISE

DeskDemon's Magazine for Executive PAs, Office Managers and Secretaries

April 2015



**Mobile
technology
– the key to
workplace
happiness?**

**Dirty
keyboards
are back in
the news**

**We Love Letters – new
survey reveals why**

**The Psychology
of Filing**

**Train on the Train
with Virgin**

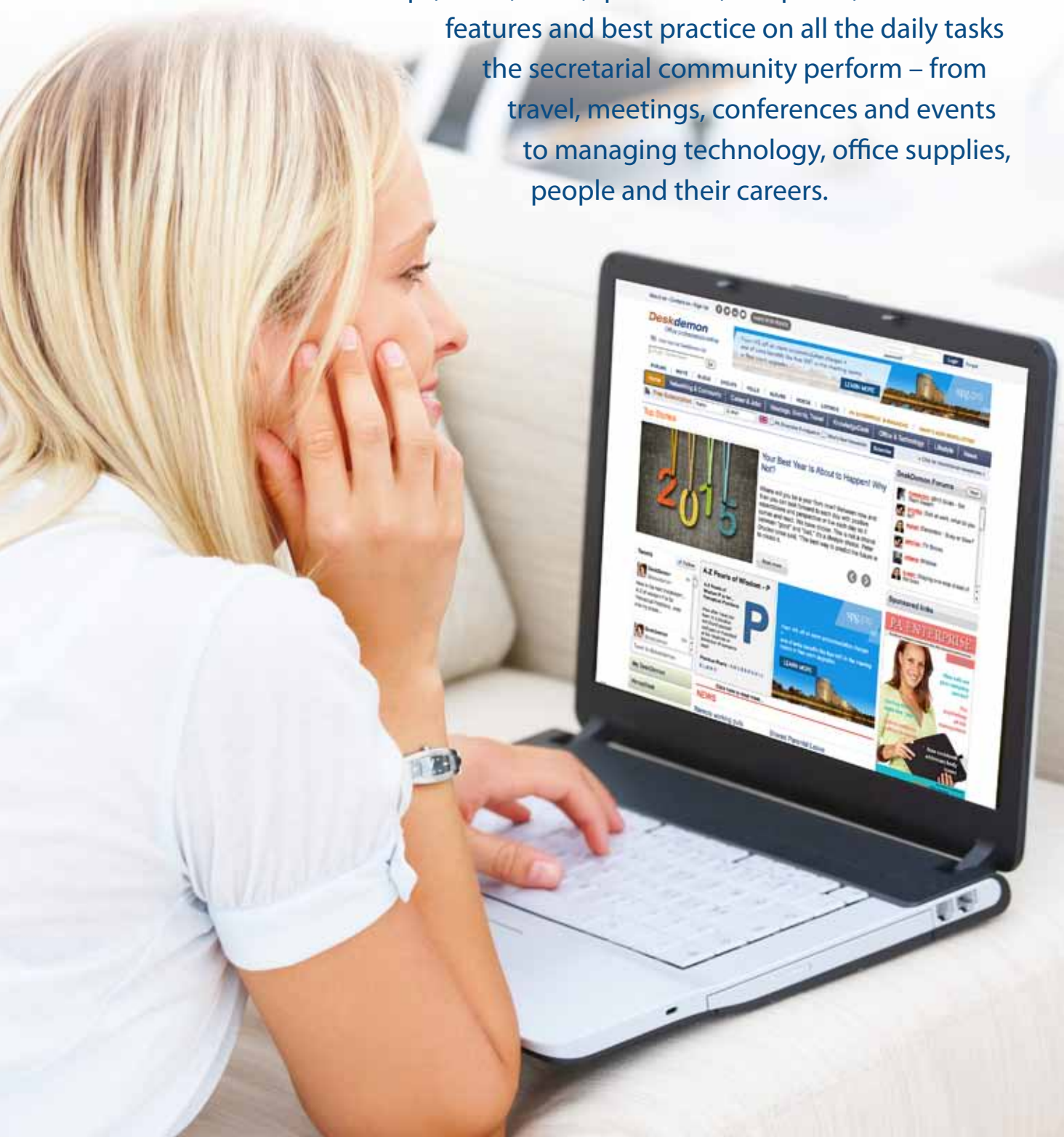
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The World's Largest Website for Executive PAs, Secretaries, Administrators & Office Managers

As an office worker, where do you go for information, advice, tutorials, vital tools, training and relaxation?

DeskDemon is the world's largest resource, information and community site for Administrative Professionals, Executive PAs, secretaries, Administrators and Office Managers. Providing essential information, resources, tips, tricks, tools, quick links, templates, editorial features and best practice on all the daily tasks the secretarial community perform – from travel, meetings, conferences and events to managing technology, office supplies, people and their careers.



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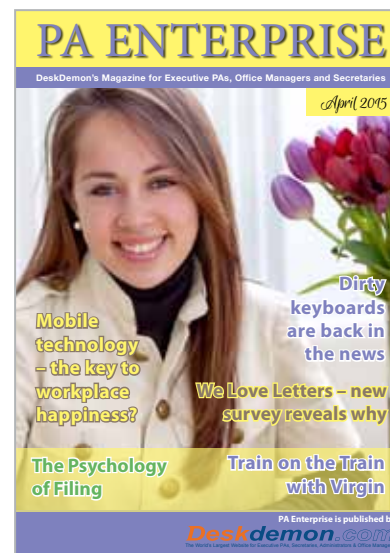
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Mobile technology could be key to workplace 'appiness

New research shows that people who use apps at work are 21% more likely to be happy in their jobs than those who don't

Encouraging the use of mobile apps in the workplace could make for happier and more productive employees, according to research by webexpenses. The research found that those using mobile apps at work are 21% more likely to be happier in their jobs compared to those who don't use apps in the workplace.

With almost half of all employees saying there's not enough time in the day to get everything done and 22% reporting that it's difficult to keep on top of their workload, the research shows that the time-saving advantages of mobile apps could have huge benefits for the workforce.

It found that 42% of app users don't use mobile technologies in the workplace and these 'un-appy' employees are missing out. Almost two thirds (63%) of people who do use apps at work report that their favourite mobile tools save them time, 39% say they enable them stay on top of tasks and 17%



reveal that these apps help to manage finances.

Task management apps are UK employees' favourite mobile tool, chosen by 44% of workplace app users. This is followed by **travel apps** (33%) and **networking apps** such as LinkedIn (26%).

When it comes to time, on average, 'appy' employees report that using mobile technology saves them almost an hour-and-



are you 'appy?

a-half a week (86 minutes), which adds up to over six business hours over the course of a month. Over half say this is down to apps enabling them to do work on the go, and 43% acknowledge that mobile apps cut down on time spent on admin.

38% of all mobile app users report that their apps enhance their personal life and almost half say their apps save them time. However, these benefits don't translate to the workplace, with 34% of employees who don't use apps at work saying they can't see any benefits in doing so, in spite of the advantages reported by those who use apps at work.

The research also found that using apps at work can have a positive impact on company finances. On average, workplace app users say they save their organisation over £157 a year each as a result of mobile apps, with 37% saying apps make their business more profitable by saving time spent on paperwork and 41% reporting that apps save their business cash by making it easy to keep track of company spending and expenses.

Manage your expenses on the go

This research comes as webexpenses launches its new mobile app, which saves businesses time and money by enabling employees to fully manage their expenses on the go. In-built features ensure that claims stay within company policy, digital receipts completely replace paper receipts and can be easily attached to expense claims, and mileage can

be tracked within a metre accuracy through a GPS map function. With mobile approval, finance teams can monitor company spend as and when it occurs and are automatically alerted with any out-of-policy claims.

Michael Richards, Chairman of webexpenses, commented: "I'd encourage everyone to consider how they can make sure they don't get left behind in the mobile app revolution. Whether it's for keeping in touch with clients or managing expenses, mobile apps save people valuable time and hassle and that means they can focus their resource on more productive and less frustrating tasks."

To find out more information about webexpenses and its mobile app visit www.webexpenses.com/mobile-app



Dirty keyboards are back in the news, – new report from Which? Computing



Researchers tested keyboards from a typical London office and found bacteria that could put their user at high risk of becoming ill

The germs found could cause food poisoning symptoms such as diarrhoea and other stomach upsets. In one case, a microbiologist recommended the removal of a keyboard as it had 150 times the recommended limit of bacteria. That meant it was five times filthier than a toilet seat that was swabbed in the same test.

The main cause of a bug-infested keyboard is eating lunch at your desk, as the crumbs encourage the growth of millions of bacteria. Poor personal hygiene, such as dodging the wash basin after going to the loo, may also be to blame. A previous report, conducted by the University of Arizona, found that a single desk can support 10 million microbes. The

“*The spread of germs and viruses can be minimised by adopting a regular and correct cleaning regime. Bacteria levels can be reduced by as much as 99% just by wiping over a surface with a specially formulated impregnated wipe*”

key offenders are, perhaps not surprisingly, telephones. Your phone can harbour up to 25,127 microbes per square inch, followed by keyboards at 3,295 and computer mice 1,676. You can put this in perspective by considering that the average toilet seat contains only 49 microbes per square inch!

Despite the obvious health hazard of a dirty keyboard, the frequency people clean their computers varies widely, the Which? Computing survey found:

- 10% said they never cleaned their keyboard, with a further 20% admitting to never cleaning their mouse.
- Almost half cleaned their keyboard less than once a month.

The superhighways for bacteria are hands and the surfaces we touch. Viruses are transferred by our hands, especially cold viruses. The chances of falling ill are greatly increased for pregnant women, those who are already ill, or those with poor immune systems.

The spread of germs and viruses can be minimised by adopting a regular and correct cleaning regime. Bacteria levels can be reduced by as much as 99% just by wiping over a surface with a specially formulated impregnated wipe.

What's fallen out of your keyboard?

Well, if it hasn't been cleaned recently, there'll be visible things such as food, hair, maybe a sprinkling of dandruff. But what about the things you can't see?

- **Saliva.** Every time you breathe, moisture is created and it settles somewhere!
- **Dead skin cells.** Yes, afraid so. We all shed millions every day and where better to come to rest than in a computer keyboard.
- **Body fat.** Very yucky, but true. Every time you type, touch a screen or telephone, the oil in your skin leaves a microscopic film. Just think what a few months' build up looks like under a microscope.

You may not mind having a collection of nasties in your keyboard if they belong to you - but what about when equipment is shared, such as in the case of hot desking? Do you really want to collect body fat and saliva from someone else? Thought not!

Clean it now!

If you are feeling distinctly queasy by now, it's time to make a resolution - and don't wait for the new year. Clean regularly with the correct products and you'll wipe out those keyboard nasties, and telephone germs.

Workplace

KEYBOARD

Hold the keyboard at a downward angle over your rubbish bin and use an airduster to blow along the keys. Finish off with an anti-bacterial keyboard swab to zap bugs and reduce static. Once a week is good practice, but a daily wipe is recommended.

PC SCREEN

A daily wipe with a specially formulated cleaning wipe will keep your screen germ-free and reduce the build up of grime that can cause eyestrain.

MOUSE

To clean inside the mouse, turn it upside down and release the tracker ball by turning the plastic ring (where the mouse ball pokes through), in the direction of the arrow. Remove the ring and flip the mouse over so that the ball falls into your hand.

Wash the ball under lukewarm water and leave to dry. Use an airduster to clean the inside cavity - watch out for falling dust or hairballs! Using long-handled buds and specially formulated liquid, clean the interior, paying particular attention to the rollers. The only place inside the mouse you shouldn't touch is the circuit board. Allow the mouse to dry and then return the mouse ball and restore the plastic ring to its original position.

To avoid sticky cursor syndrome use a slick mouse mat rather than a fabric one.

TELEPHONES

Telephones deserve a daily wipe using specially formulated cloths to keep bugs away from your ear and mouth. It's a must, particularly if other people use your 'phone, so clean regularly and clean thoroughly.

Make sure that you don't collect body fat and saliva (especially if it belongs to someone else!). A fast 60-second cleaning regime every day with specially designed computer cleaning products is all you need to keep your desk free from bugs, germs and other nasties.



AF International is Europe's leading manufacturer of PC, office equipment, tablet and multi-media cleaning products, which are used throughout the world. To see details of all their product ranges, go to:

www.af-net.com

Stylish security stands for the iPad Air now available

With tablets becoming the defacto tool for businesses, armourdog security mounts help protect your valuable assests

The armourdog® Apple iPad Air 1/2/3 security mount is the ideal solution for any display setting. Perfect for retail stores, corporate offices, school labs, restaurants or any point of sale or open access areas.

The simple design of the armourdog® iPad Air security stand allows the iPad to be secured with minimal interference to the tablet experience. The iPad is securely locked in place with the supplied Kensington style security lock, and can be rotated 360% for portrait and landscape orientation - also tilted for the optimum viewing angle. The sturdy base has four screw holes and can be screwed or bolted onto a table or wall for extra security. If you require a security solution for your iPad that offers an unrestricted tablet experience, then the armourdog® secure tablet mount is the perfect solution. armourdog® pride themselves in the top quality materials and manufacturing process they use, which is why all armourdog® products are backed with a 2 year defect warranty.



Features

- Supplied with 1.5m security cable and Kensington style keyed lock (two keys supplied)
- Rotates 360 degrees and tilts
- Holes in mount base to allow securing the mount to the tablet or wall
- Lightweight and extremely durable

armourdog® is a brand of Lente Designs Ltd, designing tablet covers in the UK since 2009. armourdog® products are designed for business professionals
www.lentedesigns.com

Greggs and Prêt à Manger are UK's favourite Coffee Shop/ Snack HotSpots



Consumers' rate Greggs and Prêt à Manger as providing the best coffee experiences

A national survey by Market Force Information has revealed that consumers rate Greggs and Prêt à Manger as providing the best coffee experiences, followed by competitors Café Nero, Costa Coffee and Starbucks. However, although 43% of consumers were highly satisfied with their coffee experience, one in ten consumers were dissatisfied.

For the rankings, Market Force polled more than 4,500 consumers in January 2015 who were asked to rate their satisfaction with their last experience at a given coffee shop and their likelihood to recommend it to others.

Wake up and Smell the Coffee!

Market Force looked at the attributes that drive consumer preferences for an excellent coffee experience, focusing on service, food quality and value. Consumers found that brands provide good service, clean restaurants, and high food quality, but have opportunities to improve healthy food options.

Consumers rated Prêt à Manger as being the best on seven of the eight critical drivers of satisfaction. Greggs scored best on only one attribute - value received for money spent. Greggs came in second best



on friendliness of staff, speed of service, and store cleanliness. When coffee locations score well on the eight critical drivers, 95% of consumers will recommend the brand. When coffee locations excel on only one of those critical drivers, only 34% will recommend.

Mobile Apps – Fast Becoming a Favourite with Consumers

Consumers also indicated whether they used the mobile application offered by brands they had recently visited. Of all the respondents surveyed, an average of 60% across all brands didn't know the brand offered a mobile app. When consumers know of an app, they had typically downloaded it. Adoption rate varied by brand, with Greggs having the highest adoption rate, followed by Starbucks, Costa and lastly Prêt à Manger.

Virgin Trains brews new coffee deal with the Nero Roasting Company

Virgin Trains is revamping its on-board coffee by introducing a new coffee brand, Aroma by the Nero Roasting Company. From the Roaster behind Caffè Nero's premium beans, the new coffee blend will be available across Virgin Trains' Pendolino and Voyager fleets.

The new coffee will take pride of place aboard all Virgin Trains' retail shops, which sell 900,000 cups of coffee annually. The partnership means 'Aroma by Nero Roasting Company' will be the only coffee available for purchase on board and will be sold in a number of varieties, including Americano, Latte, Cappuccino and Espresso.



Each retail shop aboard Virgin Trains' fleet is equipped with a premium bean to cup espresso machine to ensure each freshly brewed coffee sold is of the highest quality. Virgin Trains staff members have also been trained at the Roaster owned by Caffè Nero to study coffee making skills and learn about the harvesting, processing and blending that makes for the perfect cup.

Avery Survey Finds there's Still Love for Letters

Email and other electronic forms of communication are a huge part of our daily lives at work and at home. But is there still place for the post? A recent Avery survey took a look at how we feel when it comes to letters verses emails.

Nothing Beats a Birthday Card:

Birthdays, as you might expect, are the number one occasion where postal communications are preferred. The research found that a birthday card was the overwhelming winner when it came to how we like to receive birthday greetings. This was closely followed by a phone call and then a letter. Text messages would be preferred over an email with a Facebook message or tweet being the least popular option. So, think before you send that Facebook birthday greeting – could you have sent a card or picked up the phone? As one survey respondent put it: “I much prefer a handwritten sentiment as it shows the sender has taken time to select and write the card or letter, buy a stamp and walk to a post box! The extra effort makes me feel cherished and the feeling continues whenever you see the card on the mantle piece or letter pinned on the fridge.”





When asked to describe how receiving something in the post makes you feel, the most popular word was 'happy' followed by 'special', 'loved' and 'surprised'

Post Popular for Formal Communications:

It seems the post is popular when it comes to receiving formal communications too. 7 out of 10 people prefer to receive legal or banking information in the form of a letter. However, over a quarter of us would be happy to receive this information via email with less than 1% saying via a phone call and even less for a text message. These findings could be significant for businesses, Avery's Marketing Director Fiona Mills explained: "With the average office worker receiving around 80 emails a day, it's easy for important business communications to get missed or not read properly on email, especially if they come through on a day when you can't get to your inbox. We've all experienced an overflowing inbox – the desire to clear all unread mail can sometimes mean we don't give important messages our full attention. So when you're sending an essential business communication, it could be advisable to pop it in the post to help ensure it gets the attention it deserves."

Sales Success:

When it comes to sales information people still prefer to receive a traditional letter or

brochure, with almost half of people stating this, closely followed by email which was preferred by 42.8% of respondents. Less than 7% of us like to receive this kind of information face to face. The least popular forms of communication for sales messages are phone calls and text. However over a third of people want to turn off all forms of sales communication with 38.8% saying they prefer not to receive any form of sales information. Avery's Fiona Mills added: "It seems that striking a balance between email and hard copy is important when it comes to sales messaging. Think carefully about which method is most appropriate. Whichever you choose sending fewer but more meaningful communications is key to getting people's attention."

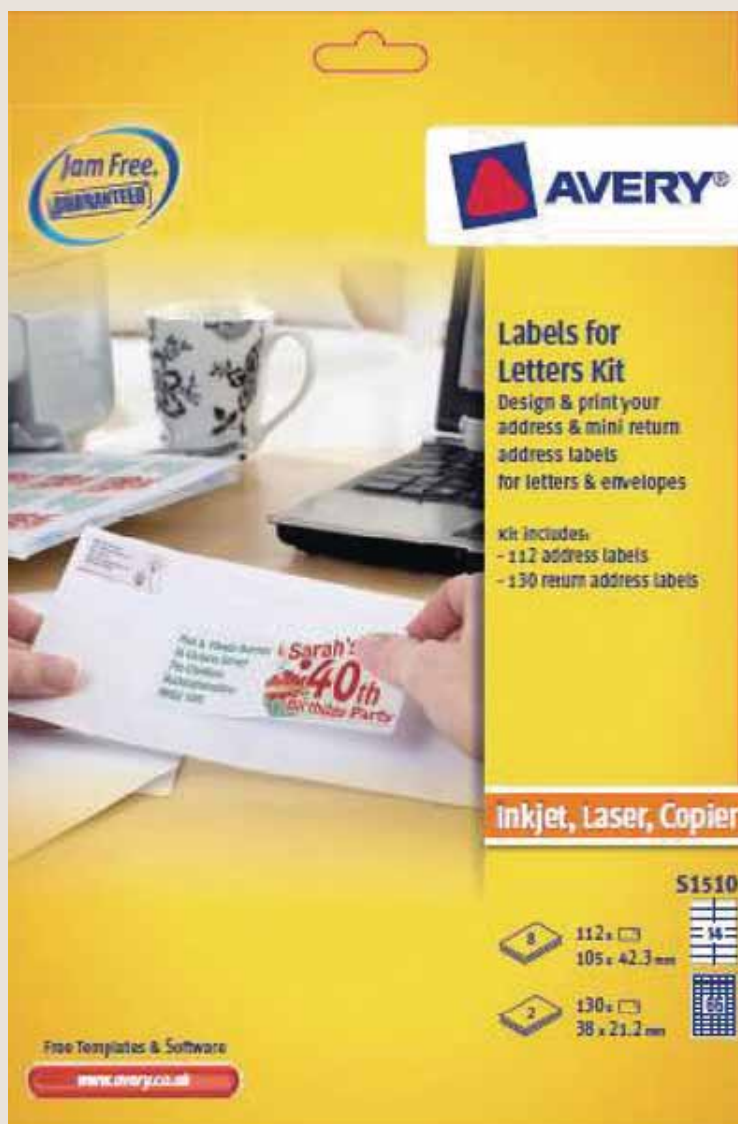
Attention to Detail:

Once you've decided to pop something in the post, how can you make sure the recipient opens your correspondence straightaway? Avery also looked into what makes people want to open a letter, it's seems envelope choice could be the key. According to the survey a bright coloured envelope is most likely to be opened first with over a third of respondents choosing this, a white envelope was the next most

popular to open followed by a scented envelope. In last place were brown envelopes and dark envelopes.

Letters Evoke Emotional Responses:

When asked to describe how receiving something in the post makes you feel, the most popular word was 'happy' followed by 'special', 'loved' and 'surprised'. Avery's Fiona Mills urges businesses to consider what these findings might mean for their own communications: "It's clear from both the statistics and the many comments we received in our survey that postal communications are received differently to emails. They tend to make the recipient feel more special and valued, and this is something that's worth considering in business. If you're sending something you want someone to give their full attention to, putting it in the post has the potential to make a big difference. This is particularly relevant for sales and marketing messages, as well as news and important announcements. Imagine if as businesses we spent some time trying to recreate the feelings associated with receiving a greetings card or letter in the post, how much more positively or differently would the message be received? "



Making your Message Stand Out:

When it comes to sending postal communications that stand out, Avery has a fantastic variety of Labels for Letters available, including 100% Recycled Labels, transparent Clear Labels for coloured envelopes and QuickDry Labels that are guaranteed to be smudge-free. All Avery Labels for Letters are tailored to fit a wide range of envelope sizes and with Avery Design & Print Online you can even add company logos and colours to your labels, for that personal touch.

To find out how Avery could help your business send the right message visit www.avery.co.uk

Train on the Train with Virgin's new Fitness Coach

Plans for first ever gym carriage unveiled by Sir Richard Branson

From April 2015, Virgin Trains is replacing traditional seats with exercise bikes, cross trainers and running machines to create the world's first ever on-board travelling gym on its fleet of Pendolinos and Super Voyager trains.

Named 'Fitness Coach', one carriage on each train will be packed full with state-of-the-art gym equipment that's been hand-picked with the help of fitness experts at Virgin Active.

In a ground-breaking move, the kinetic energy generated from each Fitness Coach will be harnessed and returned to the Grid increasing Virgin Trains' energy return to 30 per cent.

It will contain state-of-the-art equipment including the Queenax functional training frame and monkey bars that will run the length of the carriage, a Virgin Active Grid inspired floor, plyo-box obstacles and a revolving climbing wall.

Workout stations throughout the carriage will be stocked with rowing machines, running machines, a rotating climbing wall and TRX



Rip Trainers allowing passengers to literally push, pull, bend, squat, twist and lunge their way to their final destination, burning up to 700 calories an hour.

To ensure passengers make the most of their workouts, on-board staff will all attend a Virgin Active training course so they can offer training advice whilst checking tickets.

Passengers will be able to 'bolt on' their gym experience by selecting 'Add Fitness Coach' during the booking process for as little as £5 extra per journey.

www.Virgintrains.co.uk/fitnesscoach

New British Invention to zap driver's backache

SHOFT, a simple, palm-sized device that takes just two seconds to fit on to your seatbelt, could put an end to those driving induced backache



Does your back ache after sitting behind the wheel for long? If so, chances are you're not wearing your seatbelt correctly. New figures suggest that most of us don't wear our seatbelts in the way in which they were designed and safety-tested. A recent survey revealed that more than 95% of drivers finish their journeys with at least a one-inch gap between their lower back and the seat. This altered sitting position puts strain on the supportive muscles of the lower back, leading to back pain.

Several studies have found a link between driving and back problems with people who drive for a living being statistically more likely to suffer. Back pain affects an estimated four out of five UK adults at some point in life, costs the NHS more than GBP1.3 million per day and, together with neck and muscle pain, accounted for 31 million lost working days in the UK in 2013.

New solution

SHOFT addresses the main cause of backache in drivers by helping to



keep the spine aligned with the seat back. It does this by eliminating the slack that naturally creeps into the seatbelt as the journey progresses. When you buckle up, its unique inbuilt 'brake pad' made of GRIPTene engages the lap belt section of the seatbelt, keeping it tensioned across your pelvis for the whole journey. This helps you avoid slipping down in the seat and keeps your spine aligned with the car's seat back, supporting your back muscles and preventing strain.

Nell Mead, award-winning physiotherapist, says: "When your spine is stacked upright and supported by the back of your car seat, your muscles can relax and reduce the compression through your joints and discs. SHOFT stops you sliding down the seat, making a healthy position much easier to maintain – so if your back pain is caused by compression, you are likely to benefit from using a SHOFT."

A SHOFT pack (2 SHOFTs) costs £24.99.

More facts about backache

- It's the leading global cause of disability according to the World Health Organization and is higher in western countries where we spend hours sitting down.
- Back pain costs the UK economy £37 million per day
- Nearly two-thirds of drivers claimed that their daily commute leaves them with neck, back or muscle pain in a 2014 Bupa survey.
- Sitting puts 50% more pressure on your lower back than standing.
- For more on healthier and safer driving, download **HELP! My Car Is Killing Me – Top Tips For A Healthier Drive** by SHOFT co-inventor Dr Graham Cox and top London physiotherapist Nell Mead (GBP4.99; Amazon.co.uk)



The Psychology of Filing

Four distinct filing 'typologies' have been identified which describe the way office employees behave when it comes to storing paper-based documents.

Fellowes has worked with business psychology experts at the University of Leeds to investigate the UK's love of filing and understand better what drives the way we file.

The four typologies; 'The Architect', 'The Boffin', 'The Nester' and 'The Neat Freak' were identified. These are present in every office and will be immediately recognisable to many business owners and employees.

Employees in offices across the UK are still spending the equivalent of over two and half working weeks each year filing paperwork with 52% of businesses saying their staff file business documents for between one and two hours each week.

17% said they spend even longer – between two and five hours. And 9% of those surveyed said they spent between five and ten hours each week clearing paper work from their desk area alone.

Paper filing is still a huge part of office life, according to the poll. Business owners said a lack of a formal system for organising paper documents had led to a negative situation for their organisation, like a lost contract or a project delay.

Dr. Matt Davis, lecturer in socio technical systems at the University of Leeds, said:

"People behave in very different ways in terms of how they organise their office space, as well as the strategies they use to store and retrieve information. Understanding how they file could help to make employees more productive."

"How paperwork is coded and stored matters, as office workers spend a significant proportion of their time searching for and retrieving information from a variety of sources. Time spent searching for misplaced information is time that could be spent on other tasks – likewise, time spent maintaining an overly elaborate filing system is time that could be put to better use."

Fellowes has been making the iconic Bankers Box range of products for over 100 years now. To help employees better understand their own filing habits – and find out which one of the typologies they are - Fellowes has developed an online quiz.

Darryl Brunt, UK & Ireland Sales & Marketing Director, said: "It is light-hearted but there is a clear business message here – the way we file is important. Businesses still file thousands of documents every year so it makes sense to understand how and why we do it. This way, efficient document storage can become part of an organisation's everyday routine."

What kind of Pro-Filer are you?



The 'Neat Freak'

If someone moves something from your desk, you (and they) will know about it. As a Neat Freak you're almost obsessive in your desire to make your world uniformed and orderly. You have a place for everything – and everything has its place. You will restore harmony with a swift re-alignment of a stapler and move of a mouse mat. Mess is your biggest enemy. You will never allow it to destroy the minimalism that dominates your busy working environment. You have an enthusiastic approach to maintaining order and you need a storage solution to suit.

The 'Architect'

Tall towers of papers dominate your office landscape, constructed from piles of documents and sources of inspiration. Colleagues have been known to stop at the door to your office and back off slowly, for fear of disrupting your mountain of materials. Your piling habit helps you to keep important documents to hand and makes it easier for you to retrieve those pieces of frequently needed information. As an Architect, effective utilisation of space saving time is key. You believe you know exactly where each piece of vital information is and may not feel you have the time or reason to file.



Workplace



The 'Nester'

Surrounding yourself with things that make you smile keeps you happy in your work. Your desk is a professional extension of your own home and you keep all your personal favourites close: the special pen, cuddly toy, the family photo and the nifty corporate giveaway. You're professional and organised, yet you often feel swamped by paperwork and find it difficult to keep up with all documents that come your way. Your workspace is full of new and creative ways to store papers. In your own words: 'You never know when something may be needed at a future date'

The 'Boffin'

As a Boffin you bring science and logic to your organisation systems. Superbly arranged, professional and extremely methodical, your storage style favours the category within a category approach. Every file is colour-coded, labelled and referenced. If a file can't be categorized A-Z it will be arranged in another sequence that "simply makes good sense". This doesn't mean you necessarily favour a complicated filing system, you simply like well-considered classification. If PhDs were awarded for organisation, you would be the first to be presented with one. You need a storage system that's first class too.



Take the quiz and discover your Pro-File:

www.bankersbox.com/gb/en/solutionscenter/Pages/profile.aspx